

ORDER



Orders
Order / Rev: 702116
Alt Order #: 06235532
Product Desc: HOUSE MAJORITY PAC
Estimate: 1429
Flight Dates: 09/11/12 - 10/01/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	104	\$106,450.00	\$90,482.50
10/01/12	10/01/12	11	\$15,775.00	\$13,408.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	104	\$106,450.00	\$90,482.50	0.00
October 2012	11	\$15,775.00	\$13,408.75	0.00
Totals	115	\$122,225.00	\$103,891.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$122,225.00
Market	100%	\$488,900.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	19%	\$92,891.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	22%	\$107,558.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	34%	\$166,226.00
WFTC	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/11/12	10/01/12	M-F 10-1035p KARE News 10p	CM	10-1035p MTWTF--	:30	2	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$2,400.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$2,400.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$2,400.00		0.00			
2	KARE	09/11/12	10/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm MTWTF--	:30	5	\$700.00	P-2	0.00	NM	9	\$6,300.00
		COMMENTS APPLY TO SUB LINES A THRU B TONITE SHW-NBC<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$700.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$700.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				5	\$700.00		0.00			
3	KARE	09/11/12	10/01/12	Days of Our Lives Days of Our Lives	CM	12-1p MTWTF--	:30	5	\$275.00	P-2	0.00	NM	9	\$2,475.00
		COMMENTS APPLY TO SUB LINES A THRU B DAYS-OUR LIVES<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$275.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$275.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				5	\$275.00		0.00			
4	KARE	09/25/12	10/01/12	M-F 2-3p The Doctors	CM	2P-3P MTWTF--	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
		DOCTORS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--				6	\$300.00		0.00			
5	KARE	09/11/12	10/01/12	M-F 3-4p DR OZ	CM	3-4p MTWTF--	:30	7	\$450.00	P-2	0.00	NM	21	\$9,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				7	\$450.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				7	\$450.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				7	\$450.00		0.00			
6	KARE	09/11/12	10/01/12	M-F 430-5p Jeopardy	CM	430-5P MTWTF--	:30	5	\$850.00	P-2	0.00	NM	9	\$7,650.00
		COMMENTS APPLY TO SUB LINES A THRU B JEOPARDY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$850.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$850.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				5	\$850.00		0.00			
7	KARE	09/25/12	10/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		KARE11NWS-5												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--				5	\$1,500.00		0.00			
8	KARE	09/11/12	10/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	9	\$13,500.00
		COMMENTS APPLY TO SUB LINES A THRU B KARE11NWS-6												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$1,500.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$1,500.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				5	\$1,500.00		0.00			
9	KARE	09/11/12	10/01/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	9	\$13,500.00
		COMMENTS APPLY TO SUB LINES A THRU B ENT TONIGHT 30												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$1,500.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$1,500.00		0.00			

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9	KARE	09/11/12	10/01/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	9	\$13,500.00
COMMENTS APPLY TO SUB LINES A THRU B ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$1,500.00		0.00			
10	KARE	09/11/12	10/01/12	M-F 9-10a TODAY	CM	9-10a MTWTF--	:30	5	\$300.00	P-2	0.00	NM	9	\$2,700.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$300.00		0.00			
Week:		09/18/12	09/24/12	MTWTF--				2	\$300.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--				5	\$300.00		0.00			
11	KARE	09/28/12	09/28/12	Fri Prime WHO DO YOU THINK	CM	Fri Prime ----F-- (6:58 PM-8:00 PM)	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
WHO DO-ARE-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,500.00		0.00			
12	KARE	09/21/12	09/21/12	Fri Prime ALMA AWARDS	CM	Fri Prime ----F-- (6:58 PM-8:00 PM)	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
ALMA AWARDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				2	\$900.00		0.00			
13	KARE	09/24/12	10/01/12	Mon Prime Other THE VOICE	CM	Mon Prime Other M----- (6:58 PM-9:00 PM)	:30	1	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
VOICE-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$6,000.00		0.00			
Week:		10/01/12	10/07/12	M-----				1	\$6,000.00		0.00			
14	KARE	09/29/12	09/29/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P -----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$700.00		0.00			
15	KARE	09/22/12	09/22/12	Notre Dame Football Notre Dame Football	CM	630-10P -----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
ND FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				2	\$750.00		0.00			
16	KARE	09/29/12	09/29/12	Sat 630-7p MN Bound	CM	630pm-7pm -----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
MN BOUND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				2	\$650.00		0.00			
N 17	KARE	09/15/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a -----S-	:30	2	\$700.00	P-2	0.00	NM	6	\$4,200.00
KARE11 NWS SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				2	\$700.00		0.00			
Week:		09/17/12	09/23/12	-----S-				2	\$700.00		0.00			
Week:		09/24/12	09/30/12	-----S-				2	\$700.00		0.00			

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N17	KARE	09/15/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$700.00	P-2	0.00	NM	6	\$4,200.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			2			\$700.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KARE	09/24/12-09/30/12	Sat 8-10a			8-10a	-----Sa--	:30		(\$700.00)		0.00	NM		
See MG 17.7,17.8 [Prgm Change Ryder Cup]															
6	KARE	09/24/12-09/30/12	Sat 8-10a			8-10a	-----Sa--	:30		(\$700.00)		0.00	NM		
See MG 17.7,17.8 [Prgm Change Ryder Cup]															
7	KARE	09/15/12-09/15/12	Sat 8-10a			8-10a	-----Sa--	:30		\$700.00		0.00	NM		
Ⓜ MG for 17.5,17.6															
8	KARE	09/22/12-09/22/12	Sat 8-10a			8-10a	-----Sa--	:30		\$700.00		0.00	NM		
Ⓜ MG for 17.5,17.6															
18	KARE	09/30/12	09/30/12	MN Bound MN Bound	CM	1035-1105P	-----S	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
MINN BOUND<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			2			\$700.00	0.00				
19	KARE	09/16/12	09/30/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$850.00	P-2	0.00	NM	3	\$2,550.00
KARE11WS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1			\$850.00	0.00				
Week:		09/17/12	09/23/12	-----S			1			\$850.00	0.00				
Week:		09/24/12	09/30/12	-----S			1			\$850.00	0.00				
20	KARE	09/30/12	09/30/12	NFL Regular Season Fo NFL Regular Season F	CM	715-1030P	-----S	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
NFL SUN FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			2			\$8,000.00	0.00				
													Totals	115	\$122,225.00